

VOL. XXXIX, NO. 3

WEEK ENDING
MARCH 3, 1934

PRICE TEN CENTS

MID-WEEK PICTORIAL

PUBLISHED WEEKLY BY THE NEW YORK TIMES COMPANY



**Heather
Angel**
Young English
Actress Who Is
One of the
New Screen
Stars of
Hollywood.
(Otto Dyar.)

A TREASURE FROM THE EARTH: THE ROMANCE OF DIAMONDS

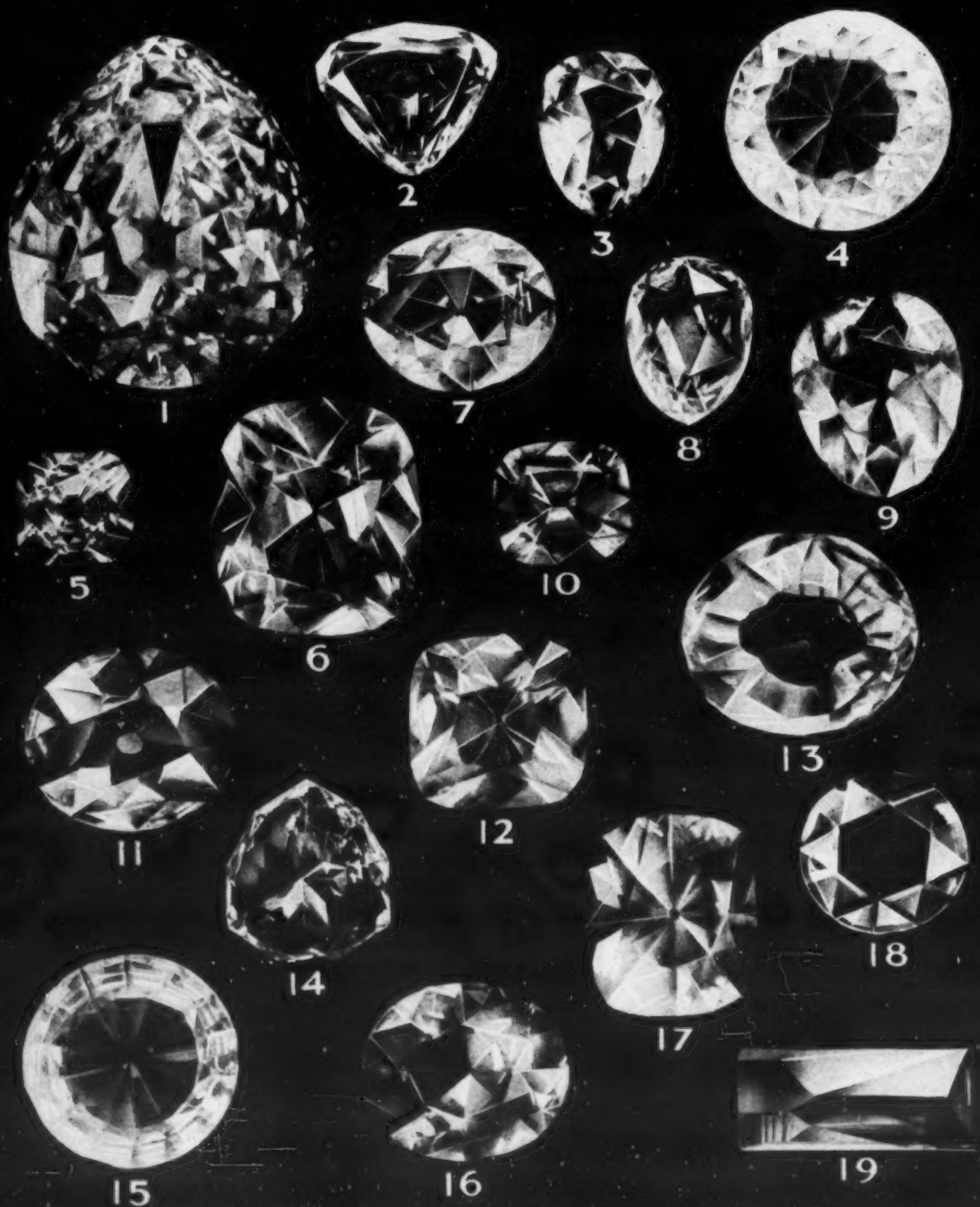


THE FOURTH LARGEST DIAMOND IN THE WORLD, DISCOVERED BY A POOR PROSPECTOR: JACOBUS JONKER

(Right), 62 years old, who has been digging for diamonds for the last eighteen years, sells the 726-carat, extra blue white and pure stone found on his claim in the alluvial diggings at Elandsfontein, South Africa, to Ernest Oppenheimer, chairman of the Diamond Corporation, Ltd., for the sum of £63,000. After the discovery of the gem by a native helper, Jonker bound the stone in a cloth and tied it around his wife's neck, then barred the windows of his house and with two sons and two friends kept guard all night with loaded revolvers. Upon receiving the fortune the diamond brought him he said he would buy a top hat and a frock coat to wear when he goes to church and 2,000 acres of land near Belfast, Transvaal, on which he and his family of eight can raise sheep.

THE site of the discovery of the Jonker Diamond is situated but three miles from the place in which the famous Cullinan diamond, the largest in the world, was found in 1905. Due to the proximity of the two diggings and to the fact that the Cullinan diamond is known to have shown fractures, some experts have supposed that it may have been a part of that stone. The three diamonds larger than Jonker's are the Cullinan, which weighed 3,025 carats, the Excelsior, 969½ carats and the Great Mogul, 787 carats. The Jonker stone is the size of a hen's egg and is about a third of the size of the Cullinan diamond before it was cut. Another great diamond weighing 287 carats was found in the Elandsfontein diggings just a few days before Jonker's discovery and the news of the two finds has stimulated such interest that diggers are rushing to that area from all parts of the Transvaal. The world's most famous stones, the names and weights of which are given below, are reproduced in actual size in the photographs at the left.

1. CULLINAN I, 516 carats. The uncut Cullinan weighed more than 3,025 carats and was cut into nine stones.
2. NASSAK, 78 carats.
3. STAR OF SOUTH AFRICA, 46 carats.
4. GREAT MOGUL, 240 carats.
5. STAR OF ESTE, 25 carats.
6. JUBILEE, 239 carats.
7. PIGOTT, 47 carats.
8. SANCY, 53 carats.
9. ENGLISH DRESDEN, 76 carats.
10. BLUE HOPE, 44 carats.
11. STEWART, 120 carats.
12. PITT, 136 carats.
13. KOHINOOR (first cutting), 186 carats.
14. FLORENTINE, 139 carats.
15. ORLOFF, 194 carats.
16. KOHINOOR, 106 carats.
17. STAR OF THE SOUTH, 125 carats.
18. PASHA OF EGYPT, 40 carats.
19. SHAH, 86 carats.



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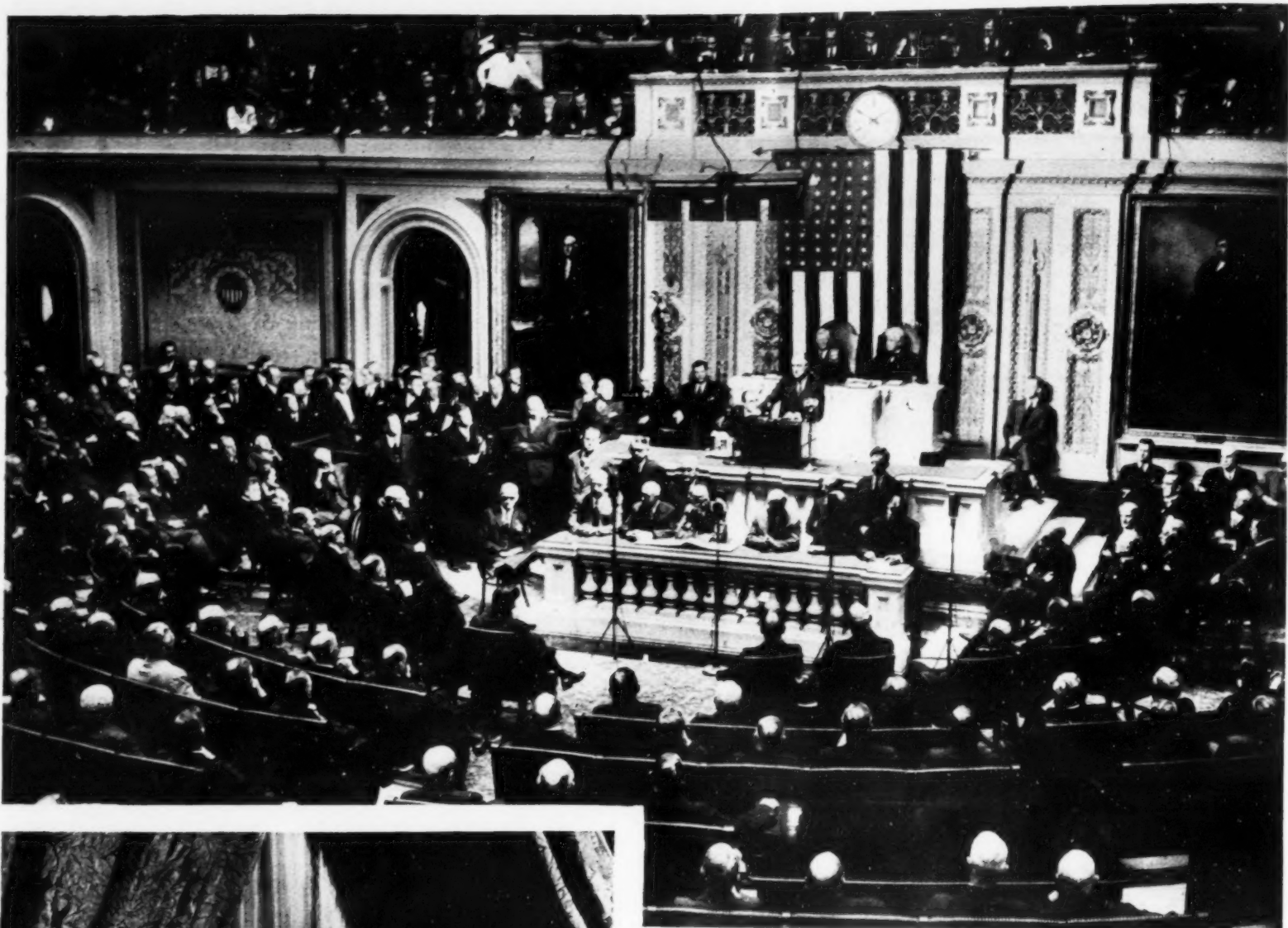


SCARS OF CIVIL WAR IN VIENNA'S MODEL HOUSING SECTION

The Front of an Apartment House Damaged by Bombs and Bullets After Serving as a Socialist Stronghold Until Its Capture by the Dollfuss Forces. Additional Pictures of the Rioting in Austria Will Be Found on Pages 14 and 15.

(Times Wide World Photos, Berlin Bureau.)

A YEAR OF THE NEW DEAL: FIRST ANNIVERSARY REVIEW



"THE RADIO PRESIDENT" BRINGS STATECRAFT TO THE PEOPLE: PRESIDENT ROOSEVELT, Reviving a Precedent of the Woodrow Wilson Government, Reads His Speech to the Assembled Members of Both Houses and to the Radio Audience at the Opening of the Seventy-third Congress.

(Times Wide World Photos, Washington Bureau.)



AN ANNOUNCEMENT OF ACHIEVEMENTS OF TWO MONTHS IN OFFICE: PRESIDENT ROOSEVELT Delivering the Second Broadcast Since His Inauguration From His Study in the White House in May. The President's Frequent Radio Reports of His Stewardship Were a Distinguishing Practice of His Administration in 1933.

(Times Wide World Photos, Washington Bureau.)



THE AMERICAN PUBLIC RECEIVES FIRST HAND NEWS OF THE REVALUATION POLICY: THE PRESIDENT, in a Radio Address From the White House in October, Tells the Nation of the Government's Plan to Buy Gold in Foreign Markets and Lower the Gold Content of the Dollar.

(Times Wide World Photos, Washington Bureau.)

THE ADMINISTRATION IN THE MONEY CRISIS OF 1933



EXECUTIVE APPROVAL OF A MEASURE OF WORLD INTEREST: PRESIDENT ROOSEVELT, on His Fifty-second Birthday, Jan. 30, 1934, Signs the Gold Bill Authorizing Devaluation of the Dollar and Federal Capture of the Nation's Gold Supply. (Times Wide World Photos, Washington Bureau.)



THE PRINCIPALS IN EARLY FINANCIAL LEGISLATION OF THE NEW DEAL: PRESIDENT ROOSEVELT AND SECRETARY OF THE TREASURY WILLIAM H. WOODIN. Discussing the Problems in Banking Which Confronted the Administration in April. (Associated Press.)



A DISCUSSION OF THE INFLATION MEASURE IN THE TREASURY DEPARTMENT: SECRETARY OF THE TREASURY WOODIN Examining the Controlled Inflation Bill With Director of the Budget Douglas (Right) and Senators Barkley and Byrns Just Before It Was Approved by the Senate Banking Committee on April 21. (Associated Press.)

THE PRESIDENT ASSUMES EXTRAORDINARY POWERS: PRESIDENT ROOSEVELT, Less Than a Week After His Inauguration, Signs the Banking Bill Passed in the Special Session of Congress Which Gave Him Dictatorial Authority Over Transactions in Gold, Silver, Credit and Currency and Made Hoarding a Federal Offense. (Times Wide World Photos, Washington Bureau.)

THE MOBILIZATION TO DEFEAT THE DEPRESSION



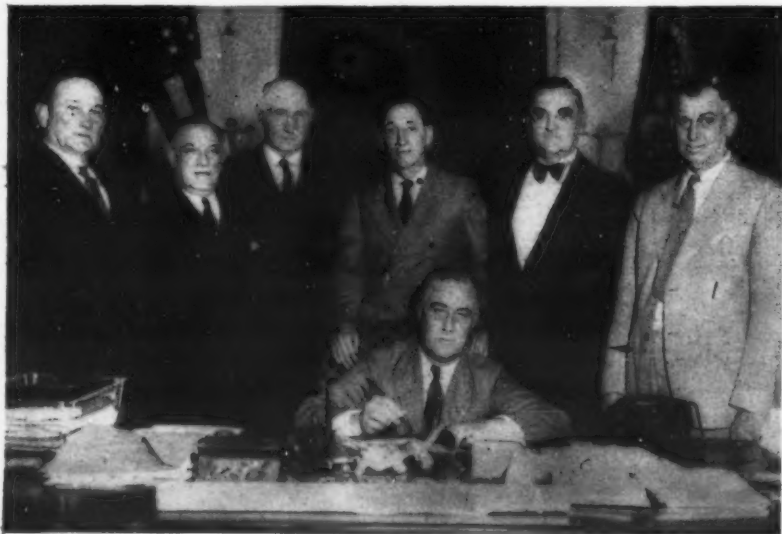
THE LAUNCHING OF THE NATIONAL RECOVERY PROGRAM IN NEW YORK: VIEW OF FIFTH AVENUE
During the Giant Parade in September Which Marked the Beginning of the NRA.
(Times Wide World Photos.)



THE CREATION OF A FEDERAL EMPLOYMENT SERVICE: PRESIDENT ROOSEVELT
Presents the Pen With Which He Signed the Measure Setting Up Agencies to Assist the Unemployed to Senator Robert F. Wagner, Author of the Bill, in the Executive Offices in Washington in June. At the Left Are Secretary of Labor Frances Perkins and Representative Theodore A. Peyser of New York.
(Times Wide World Photos, Washington Bureau.)



THE FEDERAL RELIEF ADMINISTRATOR ENLISTS THE AID OF A GROUP OF GOVERNORS: HARRY L. HOPKINS
(Right) Addressing the State Executives Who Attended the First Civil Works Convention Held in November in Washington.
(Times Wide World Photos.)

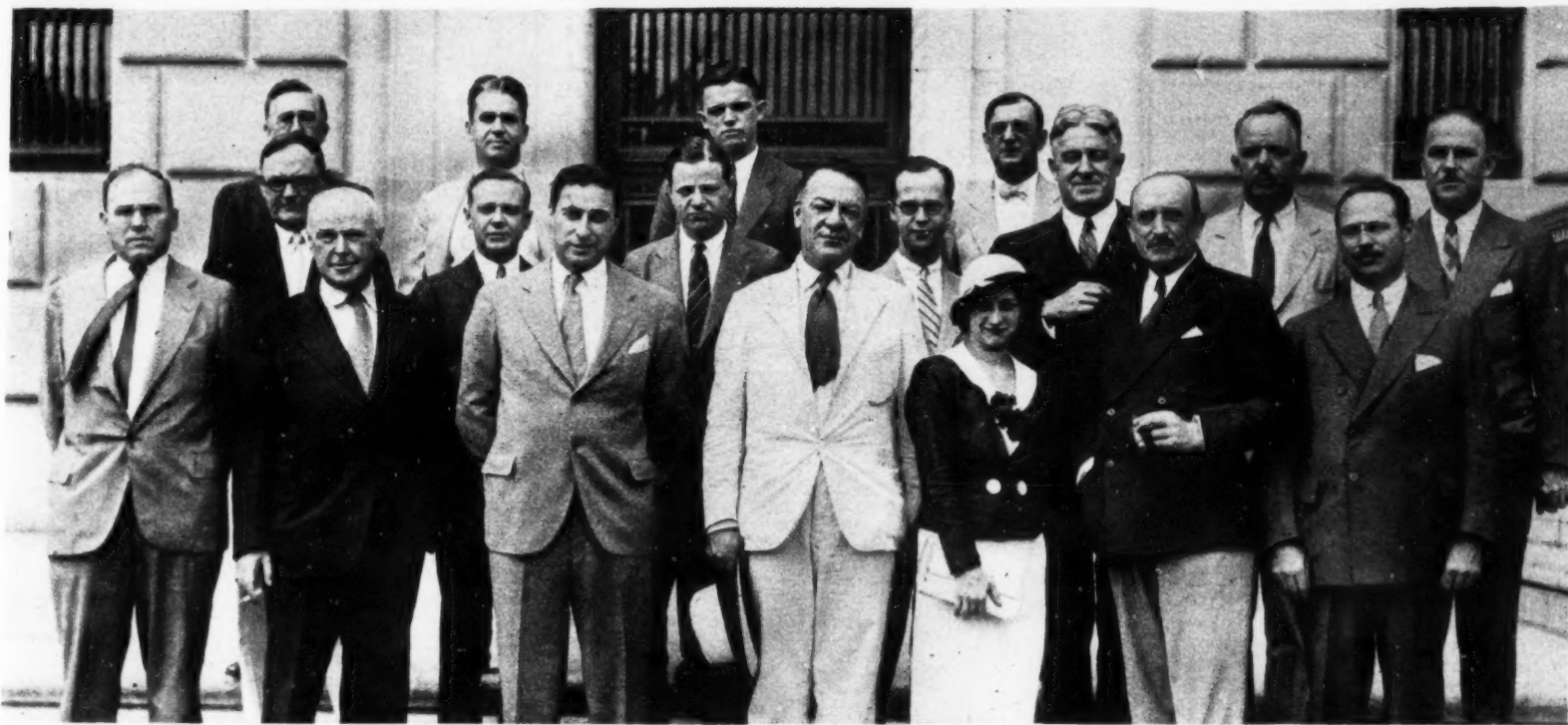


EXECUTIVE APPROVAL OF THE PUBLIC WORKS BILL: PRESIDENT ROOSEVELT
Signs the Measure Designed to Create Employment by Advancing Funds for the Development of Public Works, on June 16. In the Group Are Senator J. T. Robinson, Senator Robert F. Wagner and Representatives R. L. Doughton, Heartsill Ragon, Samuel B. Hill and James V. McClintic.
(Times Wide World Photos, Washington Bureau.)



THE SIGNING OF THE AGRICULTURAL ADJUSTMENT ACT AND THE EMERGENCY FARM MORTGAGE ACT: THE PRESIDENT, on May 12, Approves the Bill Which Carried the "Controlled Inflation" Rider. In the Group Are George Peek, Who Was the First to Administer the Farm Enterprise; Henry Morgenthau Jr., Then Farm Credit Director, and Secretary of Agriculture Henry A. Wallace.
(Associated Press.)

NATIONAL PROJECTS IN A YEAR OF RE-EMPLOYMENT



THE DIRECTOR OF THE NATIONAL RECOVERY ADMINISTRATION AND HIS AIDES: GENERAL HUGH S. JOHNSON With the Deputies and Assistants Engaged With Him in the Administration of the Act Created on June 13 "to Encourage National Industrial Recovery, to Foster Fair Competition and to Provide for the Construction of Certain Useful Public Works and for Other Purposes." (Times Wide World Photos, Washington Bureau.)



IN ONE OF THE NATIONAL PROJECTS FOR THE RELIEF OF THE UNEMPLOYED: WORKERS Employed by the Civil Works Administration, Which Was Set Up on Nov. 8 to Give Immediate Employment to 2,000,000 Men, Engaged in Building a Boulevard in San Francisco, One of the Many Local Improvement Jobs Inaugurated by the Government. (Times Wide World Photos, San Francisco Bureau.)

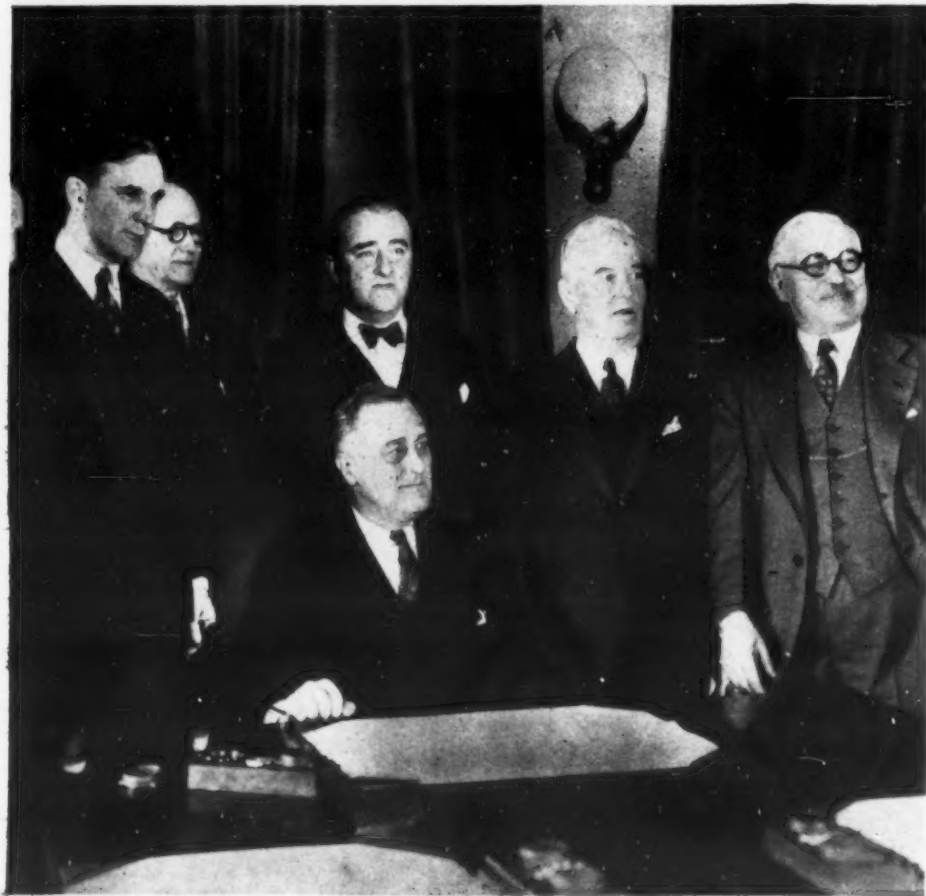


AN ARMY OF AMERICAN YOUTH EQUIPPED WITH THE TOOLS OF LABOR: MEMBERS of the Reforestation Camp at Luray, Va., One of the Many Units Set Up in All Parts of the United States by the Civilian Conservation Corps, an Organization Approved by Congress on March 31 to Provide Work for More Than a Quarter of a Million Unemployed Young Men and World War Veterans. (Times Wide World Photos, Washington Bureau.)

BEER AND LIQUOR RETURN UNDER ROOSEVELT



AS AMERICA CELEBRATED THE REPEAL OF THE EIGHTEENTH AMENDMENT: SCENE IN CAVANAGH'S, One of New York's Landmarks of Pre-Prohibition Days, on the Night of the Ratification of the Twenty-first Amendment and the Return of Legal Drinking. (Times Wide World Photos.)



THE PRESIDENT LEGALIZES THE MANUFACTURE OF 3.2 BEER: MR. ROOSEVELT at His Desk in the White House Before Signing the Beer Bill on March 22. (Times Wide World Photos, Washington Bureau.)



A CEREMONY THAT MARKED THE END OF PROHIBITION: ACTING SECRETARY OF STATE WILLIAM PHILLIPS Signs the Proclamation Certifying the Ratification of the Repeal Amendment in His Office in the Capital. (Times Wide World Photos, Washington Bureau.)

THE ADMINISTRATION'S INVESTIGATIONS OF FINANCE



THE INQUIRY INTO INTERNATIONAL BANKING RELATIONS:

VIEW OF THE SENATE CAUCUS CHAMBER in the Senate Office Building During a Hearing of the Senate Banking Committee in June.
(Times Wide World Photos, Washington Bureau.)



THE HEAD OF THE HOUSE OF MORGAN APPEARS IN WASHINGTON: J. P. MORGAN (Seated), With Thomas W. Lamont, a Partner, and John W. Davis, His Counsel, Waiting to Testify in the Senate Banking and Currency Committee's Investigation of Wall Street Activities.
(Times Wide World Photos, Washington Bureau.)



PROMINENT FIGURES IN THE INVESTIGATION OF AIR-MAIL CONTRACTS: A CONFERENCE

in Washington Between Carl L. Ristine, Special Assistant Attorney General; Attorney General Homer S. Cummings, Postmaster General James A. Farley and Karl A. Crowley, Postoffice Department Solicitor, Just Before the Announcement that All Domestic Contracts Were Canceled.
(Associated Press.)



RAILROAD PRESIDENTS CONFER IN WASHINGTON: JOSEPH B. EASTMAN, Railroad Coordinator, With a Group of Corporation Heads Who Visited the Capital to Cooperate With the Government in Adjusting the Traction Situation. Seated, From Left to Right, Are J. J. Berner, W. R. Cole, Mr. Eastman and L. A. Downs. Standing: Daniel Willard, J. J. Pelley, H. A. Scandrett, Carl R. Gray and S. T. Bledsoe.
(Associated Press.)



THE HEAD OF THE NEW YORK STOCK EXCHANGE TESTIFIES: RICHARD WHITNEY, Seated Between Roland Redmond (Left), Counsel for the Exchange, and Senator John G. Townsend Jr., During the Senate Investigation of the Stock Exchange and Its Methods of Procedure.
(Times Wide World Photos.)

PERSONALITIES OF THE DEMOCRATIC ADMINISTRATION



HAROLD L. ICKES

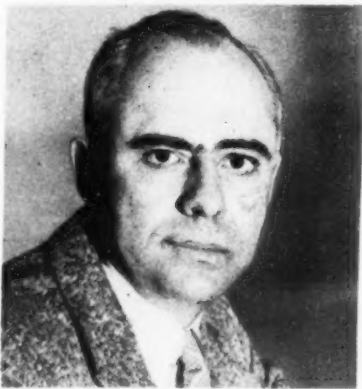
of Illinois, Secretary of the Interior, Administrator of the Public Works Administration and a

Prominent Member of the Inner Council of the White House.

(Associated Press)



FRANK C. WALKER, Treasurer of the Democratic National Committee, Who as Nominal Director of the National Emergency Council Has Worked to Consolidate the Emergency Activities of the Government.



CHESTER C. DAVIS OF MONTANA.

Former Chief of the Crop Production Section of the Agricultural Adjustment Administration, Who in December Succeeded George N. Peek as Administrator of the Federal Farm Projects.

(Times Wide World Photos.)

GEORGE N. PEEK of Illinois, Director of the Agricultural Adjustment Administration Until December, When He Resigned and Was Appointed by President Roosevelt Head of the Government Agency to Promote Foreign Trade.

(Associated Press.)



THE PRINCIPAL FIGURES IN THE NATIONAL RECONSTRUCTION PROGRAM: PRESIDENT ROOSEVELT AND GENERAL HUGH A. JOHNSON, Director in Chief of the National Recovery Administration.

(Times Wide World Photos.)



DR. RAYMOND MOLEY of Columbia University, Who in the First Months of the Administration Was Assistant Secretary of State and a Leading Member of the Brain Trust. He Resigned From Government Work Shortly After the London Economic Conference, Which He Attended.

(© Harris & Ewing.)



PROFESSOR O. M. W. SPRAGUE of Harvard, a Noted Monetary Authority and Formerly Economic Adviser to the Bank of England, Who Has Served the Roosevelt Administration as Adviser on Economic and Financial Issues.

(© Harris & Ewing.)



HENRY MORGENTHAU JR., Former Governor of the Farm Credit Administration, Who Succeeded William H. Woodin as Secretary of the Treasury.

(Times Wide World Photos.)



DR. GEORGE F. WARREN of Cornell University, Farm and Economic Expert, Who Has Been Largely Instrumental in Setting the Administration's Monetary Policies.

(© Harris & Ewing.)

HARRY L. HOPKINS.

Federal Emergency Relief Administrator, Who Was Drafted by President Roosevelt From the New York State Temporary Relief Administration, Which He Headed, to Take Over the Federal Program.

(Times Wide World Photos.)



LOUIS McHENRY HOWE.

Secretary to the President, One of the Leading Strategists of the Democratic Campaign and a Confidential Adviser Whose Opinion the President Has

Sought on Many of the Important Problems of Statesmanship.

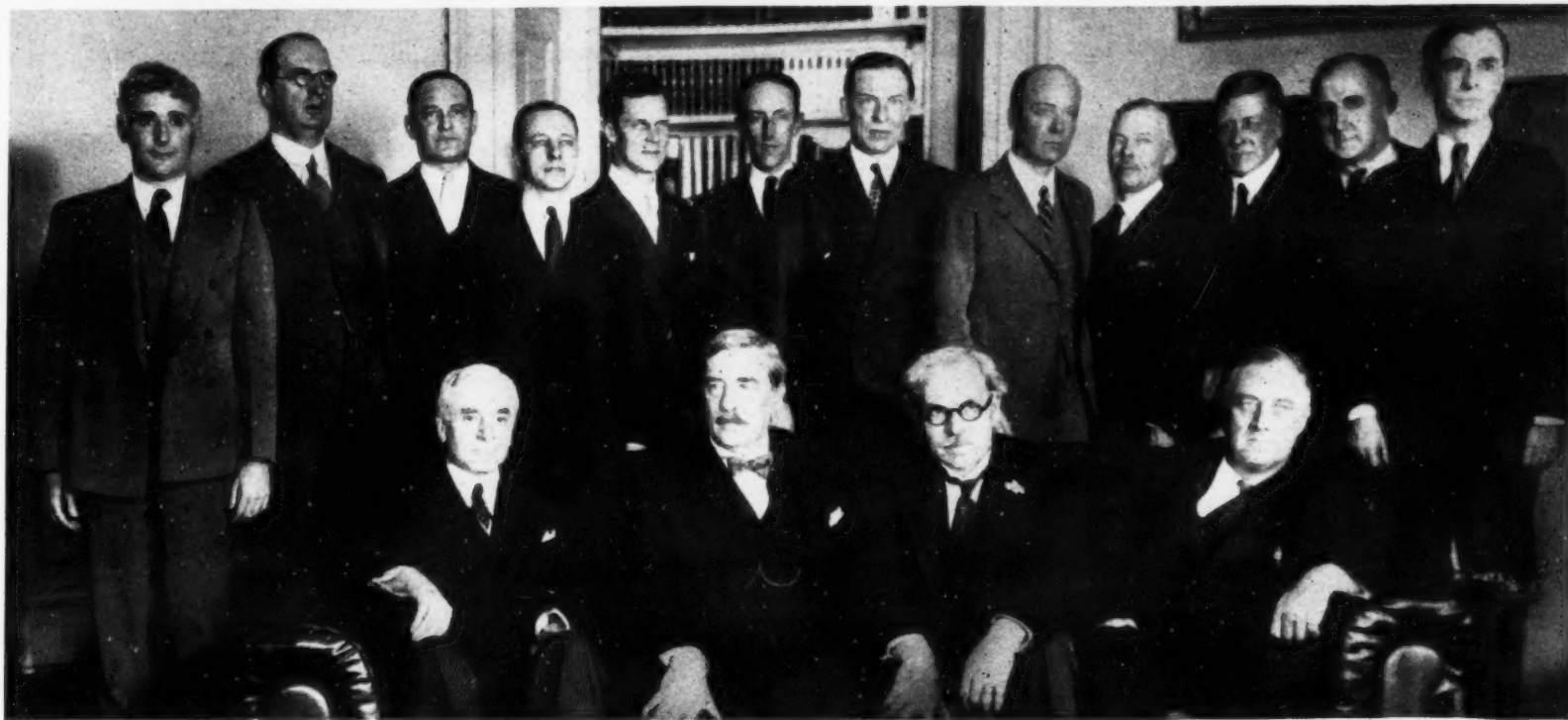
(Times Wide World Photos.)



ADOLF A. BERLE JR. of Columbia University, Youngest Member of the Brain Trust, Adviser to Many Governmental Organizations Until the End of 1933, When He Became City Chamberlain of New York City.



THE ROOSEVELT REGIME IN INTERNATIONAL AFFAIRS



A CONFERENCE ON WORLD TRADE BETWEEN GREAT BRITAIN AND THE UNITED STATES: PRESIDENT ROOSEVELT AND PRIME MINISTER MACDONALD

Seated With Secretary of State Cordell Hull and Ronald Lindsay, British Ambassador, for One of the White House Discussions of Combined Action to Relieve the Depression.



THE OPENING OF THE PAN-AMERICAN CONFERENCE IN MONTEVIDEO:

DR. ALBERTO MANE, Uruguayan Minister of Foreign Affairs, Opens the First Plenary Session of the International Gathering Attended by a Delegation From the United States Headed by Secretary of State Cordell Hull.

(Times Wide World Photos.)



THE SPOKESMAN OF FRANCE ARRIVES FOR A DISCUSSION OF FOREIGN POLICIES: FORMER PREMIER HERRIOT AND PRESIDENT ROOSEVELT

at One of Their Meetings in the White House to Promote an Understanding Between the United States and France on Tariffs, War Debts and Monetary Relations.

(Times Wide World Photos, Washington Bureau.)



A DIPLOMAT FROM SOVIET RUSSIA CALLS AT THE WHITE HOUSE: MAXIM LITVINOFF,

Soviet Commissar for Foreign Affairs, Arrives With James Dunn of the State Department for the First of the Conferences With President Roosevelt Which Paved the Way for American Recognition of the Russian Government.

(Associated Press.)

AN ANGLO-AMERICAN CONVERSATION AT THE LONDON ECONOMIC CONFERENCE: SECRETARY OF STATE CORDELL HULL AND PRIME MINISTER MACDONALD Discuss the Proceedings of the International Meeting at a Dinner in Honor of the Delegates at Grosvenor House, London.

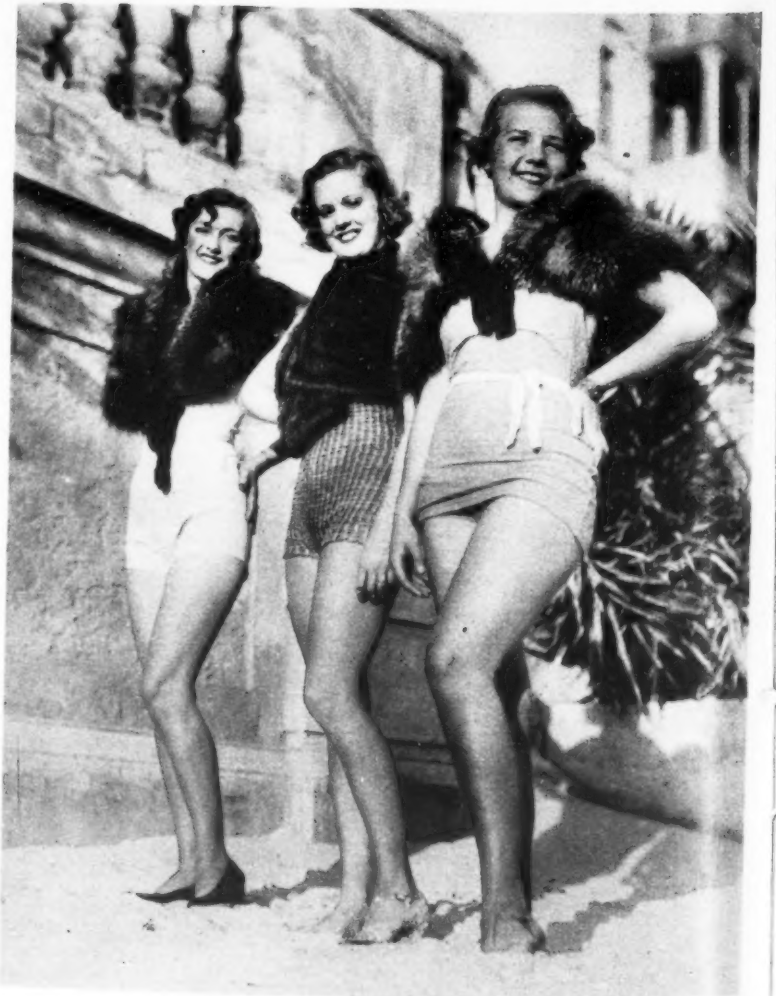
(Times Wide World Photos.)



BACK TO NATURE
ACCORDING TO
FASHION'S
COMMAND:
ABBREVIATED
EXPRESSIONS
of the New Trend in
Bathing Suits for
Southern Wear as
Shown by the Misses
Dorothy Mae Bud-
dington, Rita Gil-
lespi, Aurora De
Almar and Ellen
Shumate, at a
Recent Fashion
Parade at Tahiti
Beach, Miami,
Fla.
(Times Wide World
Photos.)



At Left—
REPRESENTING
HOLLYWOOD
AT A WINTER
HAVEN IN
FLORIDA:
MARY PICKFORD
With Gene Raymond
in One of the Sub-
tropical Gardens
of Palm Beach.
(Times Wide World
Photos.)



NEW SKINS FOR THE SUNBURNED: BATHING SUITS WITH
ARCTIC ACCESSORIES
Exhibited in a Fashion Revue at the Miami Biltmore Pool in Coral
Gables, Fla.
(Times Wide World Photos.)



**IN THE WATCHES OF A
WINTERY NIGHT ON NEW
YORK HARBOR:**

SENTRIES ON DUTY
in the Military Reservation at
Governors Island Warming
Themselves Over a Fire as
the Evening Lights of the
Manhattan Skyscrapers Cast
a Glow on the Icy Waters.
(International.)

At Left—

**NEW YORK AND THE
HUDSON BURIED IN DEEP
SNOW: VIEW OF
RIVERSIDE DRIVE**

Looking North From Seven-
ty-second Street After a Bliz-
zard Had Covered the City
With Nine Inches of Snow.
Disrupted Traffic, Isolated
Several Towns and Almost
Completely Paralyzed the
New England Coast.
(Times Wide World Photos.)





**IN AMBUSH
FOR A
SOCIALIST
CHARGE:
AUSTRIAN
HEIMWEHR**
Stationed
Behind a
Sheltering
Building
Ready for Battle
as the Fighting
in Vienna
Reached Its
Climax.
(Paramount
News From
Associated
Press.)



**ONE OF THE CASUALTIES OF BATTLE:
A SOLDIER OF THE HEIMWEHR**
Receives First Aid Treatment From Two Comrades.
(Paramount News From Associated Press.)



PRISONERS OF CIVIL WAR: SOCIALISTS
Captured in the Fighting in Vienna Are Carried Off to a Military Prison Camp
in a Private Delivery Wagon Guarded by Soldiers and Police.
(Times Wide World Photos.)

CIVIL WARFARE IN AUSTRIA: IN THE STREETS



THE STREETS OF THE AUSTRIAN CAPITAL BLOSSOM WITH THE G
on Duty Behind a Barrier of Barbed Wire During the Fighting Which Cost H
Battled for the Mastery of the Little Republic, Whose Future Is a Matter of
cellor Dollfuss and His Allies Crushed the Revolt, A
(© Universal Newsreel From Times)



AUSTRIANS AT WAR WITH AUSTRIANS IN VIENNA: AN ADVANCED PATROL

of Government
Soldiers Taking
Shelter Beside a
Building in One of
the Vienna Suburbs
as They Awaited
the Order to Open
Fire on a Socialist
Stronghold.
(© Universal News-
reel From Times Wide
World Photos.)



A: SCENES OF THE FIGHTING STREETS OF VIENNA



THE GRIM FLOWERS OF CIVIL WARFARE: DOLLFUSS TROOPS
Which Cost Hundreds of Lives as the Socialists and the Government Forces
Matter of Grave Concern for the Great Continental Powers. Though Chan-
Revolt, Austria's Troubles Are Far From Settled. (From Times Wide World Photos.)



At Left—
THE DEADLY
PARAPHERNALIA
OF MODERN
CONFLICT:
A MACHINE GUN
UNIT
of the Austrian
Heimwehr Lined Up
to March Into
Action in the
Desperate Street
Fighting in
Vienna.
(© Universal News-
reel From Times Wide
World Photos.)



REFUGEES FROM A SHELL-TORN SUBURB: WOMEN
Whose Husbands and Brothers Were Engaged in Supporting the
Socialist Revolt, Wandering Aimlessly Through the Streets
After the Apartments in Which They Lived Had Been Shelled
by the Government Forces. (Associated Press.)



PRISONERS OF WAR AFTER THE GOVERNMENT VICTORY:
A GROUP OF FLORISDORF SOCIALISTS
Under Guard by Heimwehr in the Courtyard of an Apartment House. In the Fore-
ground Is a Pile of Weapons They Were Forced to Surrender.
(Times Wide World Photos.)

BARRICADES
TO THE
INNER CITY
OF VIENNA:
SOLDIERS
Questioning
Reporters and
Examining
Their Creden-
tials as They
Seek to Pass
Through One of
the Barriers in
the Streets of
the Capital to
Get Closer to
the Fighting
Zones.
(© Universal
Newsreel From
Times Wide
World Photos.)

≡ SMILING THROUGH ≡

A SMALL-TOWN resident owned a goat which was possibly worth \$1.50. The goat was belligerent and his battle ground was Main Street.

When the tax bill appeared the owner found the goat assessed \$20. Indignantly he made his complaint before the Assessor, who took down a well-worn copy of the town ordinance and read as follows:

"Property abutting on Main Street shall be assessed at \$10 per front foot."—*Border Cities Star*.

Mrs. Murphy—"But isn't your son rather young to join the army?"

Mrs. Mulligan—"Well, he is young, but then, you see, he is only going to join the infantry."—*Montreal Gazette*.

Father-in-Law—"When I gave you my daughter's hand I didn't think you were always going to be dependent on me."

Son-in-Law—"Neither did I. I thought you would give us enough to live independently."—*Faun (Vienna)*.

"How can I make anti-freeze?"

"Hide her woolen pajamas."—*Sniper*.

Lady (at busy street corner)—"I shall certainly cross, officer. I've as much right on this street as that truck has."

Officer—"Sure you have, lady, but leave your name and address before you start."—*Montreal Star*.

Dave—"We've been going about together for ten years now! 'Ow about us getting married?"

Kate—"Oh, Dave, are you sure it's not just a passing infatuation?"—*Smith's Weekly*.

First Mother—"Are you bothered much by your children telling fibs?"

Second Mother—"Not so much as by their telling the truth at very inappropriate times."—*Pathfinder*.

"Jones commutes now; I hear he is getting to be an expert at it."

"Yep, he eats his breakfast before he goes to bed every night."—*Bee-Hive*.

She—"Now you pride yourself on being able to judge a woman's character by her clothes. What would be your verdict on my sister over there?"

He (noting sister's scant attire)—"Insufficient evidence."—*London Opinion*.

Tobacconist—"It's no use suing you. Here's a receipt for what you owe. We'll call it paid."

Customer—"Splendid!"

Tobacconist—"Well, what are you waiting for?"

Customer—"Isn't it—er—usual to give a chap a cigar when he settles his account?"—*Canadian Grocer*.



ONE BULL THAT CAN'T SEE RED: A SAFETY DEVICE FOR PEDESTRIANS

Who Have to Cross a Footpath on a Farm in Hertfordshire, England, in the Form of a Mask for an Obstreperous Bull Which Prevents It From Seeing Anything but the Ground Immediately Beneath It.

(Times Wide World Photos.)

Senator Soaper Says:

Professor Warren warns farmers to avoid speculation. The next move is to take the element of chance from dice.

They haven't found a gas that will drive the starlings from Washington. It must be borne in mind that this Congress is working under wraps.

Who remembers the French as a people fond of dancing and light wines, and the Japanese as a fellow who painted Fujiyama on a paper fan?

This CWA thing is almost unprecedented in American experience. Its managers spot the graft now instead of letting the Senate detect it in '39.

Who are we to lift the incredulous eyebrow at sea serpents? There's no such thing as a Blue Eagle—and look at it.

Paraguay is reported to be bombing Bolivian motor trucks. If it makes them move over, we are anxious to know more.

A microscope with an enlarging power of 400,000 times has been constructed in Germany for a more scientific study of the possibility of peace.

A cigar seven feet long has been rolled in Havana for American export. We must take precautions that no stowaway politician is within.

The Senate debated an hour on the meaning of the word "sole." We have gone through all this with many a restaurant manager.

What with the army fliers carrying the mail overhead, we look any day for the second cavalry to take over the pony express.

It won't do to put all Europe in uniform. A civilian will be needed for stirring speeches in behalf of the bond issue.

It was daring of the rules committee to loosen up football a little, as this may lead in time to a score and lose some coach his \$9,000 job.

Conditions are frightful abroad. As many are killed in one day's riots as when an American fast freight hits a school bus.

Transport is Russia's worry in the event of an Eastern war. Nothing's as helpless as a truck up to its hubs in Blagovestschensk.

An amazing new ordnance development is the Roosevelt anti-air-mail gun. The sky for a week has been full of falling subsidies.

For signing up promptly with the Premier - of - the - Month Club, France got five old-standard Premiers in its new Cabinet.

They named the highest mountain in Idaho for Bill Borah, but you know where a mountain stands.

Odds and Eddies

When you buy a young police dog it isn't the original cost but the pup keep.—*Detroit Free Press*.

Sales of new automobiles have progressed to the point where an owner feels proud of his purchase instead of uncomfortably conspicuous.—*Chicago News*.

A DUN NEATLY DONE.

The rose is red, the violet blue,
This little bill is overdue,
So pay it now—don't wait till when
The rose and violet bloom again;
For if you do delay it thus
No violet will bloom for us.
Unless you pay, the rose will rest
Upon a fair and manly chest;
The birds will sing, but what of that?

We will not hear where we are at—
So come across, we need the dough,
Not in the Spring, but now, you know.

The rose is red, the violet blue—
Do we need cash? I'll say we do!
—*Brussels Post*.

Simile for the day: As happy as Democrat Senators probing Republican contracts.—*Ohio State Journal*.

CHURCH LIMERICKS.

There was a young curate of Lydd,
Down the rails of the pulpit he slid.
Said he to the Vicar:

"I thought it was quicker
To slide down than walk—so I did."

A young lady who lives in Adair
Tried to sneak out of church during prayer,

But the squeak of her shoes
Annoyed those in the pews,
So she sat in the aisle in despair.
—*Tid-Bits*.

The rear bumper and fenders of a car usually show it most plainly when the driver has had unfortunate reverses.—*Arkansas Gazette*.

The fundamental trouble with the milk situation appears to be that there's not enough cream for everybody.—*Boston Globe*.

THE STATESMEN'S EXPRESS.

We've got the engine steaming,
So let the old train roll!
We'll set the smoke a-streaming
While we pile in the coal.
The old machine is rusty
That once made such a show.
The new one's trim and trusty—
Conductor, let 'er go!

We'll pass each little station
Where selfish claims we view.
We're bound for Reformation,
And slightly overdue.
So heed the whistle's warning
And quickly clear the track.
All get aboard this morning,
For we aren't coming back.
—*Philander Johnson in Washington Star*.

SCIENCE AND INVENTION



A NEW CONTRIBUTION TO ECONOMICAL ILLUMINATION:

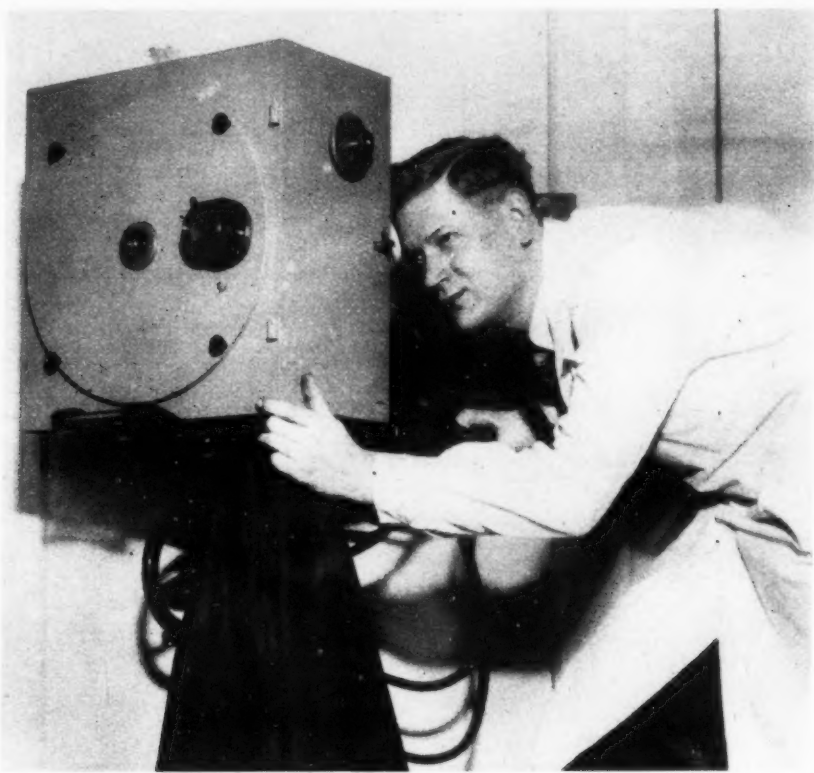
H. J. SPANNER,

a German Electrical Engineer, Demonstrates His Mercury Vapor Lamp in His Laboratory in New York, an Invention Which, It Is Said, Operates on a Third of the Power Necessary for a Filament Bulb to Produce the Same Amount of Light. It Consists of Two Cylindrical Tubes, One Inside the Other and a Vacuum Between, With the Inner Tube Containing Electrodes at Each End Which Spark Through Mercury Vapor.
(Times Wide World Photos.)



AN ELECTRIC CHAIR TO DETERMINE MAN'S RESISTANCE TO ELECTRIC SHOCK: SCIENTISTS

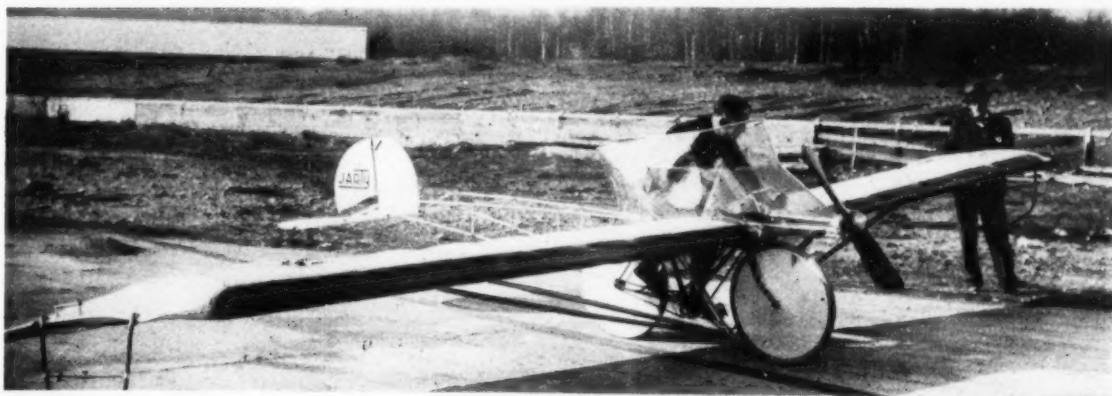
of the Berlin Electric Works, Who Are Conducting a Series of Experiments in the German Capital to Find Ways of Lowering the Number of Deaths From Accidental Electrocution, Strap Their Subject to the Specially Constructed Electric Chair Used in Their Research to Discover How High a Voltage Can Pass Through the Human Body Without Causing Injury.
(Times Wide World Photos, Berlin Bureau.)



A CAMERA WHICH CAN TAKE 80,000 PICTURES A SECOND:

A MACHINE

Developed by a German Electrical Company Which Works With Such Incredible Speed That Operations of the Shortest Duration Such as the Oscillation of Springs, Valve Motion of Combustion Engines, Light Processes of Fuses and Switches, and Movements the Human Eye Is Incapable of Seeing Can Be Clearly Photographed. The Reel Runs With Such Rapidity That It Is Impossible to Wind the Exposed Film Which, Therefore, Is Caught in a Black Bag Attached to the Camera and Wound After Developing.



THE BICYCLE PLANE MAKES ITS APPEARANCE IN FRANCE:

M. BREAU,

French Cyclist, Demonstrates an Invention Which He Believes Will Be Able to Fly When He Perfects the Gearing of the Propeller to the Wheel Sprocket.
(Times Wide World Photos, Paris Bureau.)



THE MECHANICS OF SWIMMING TAUGHT BY MACHINE:

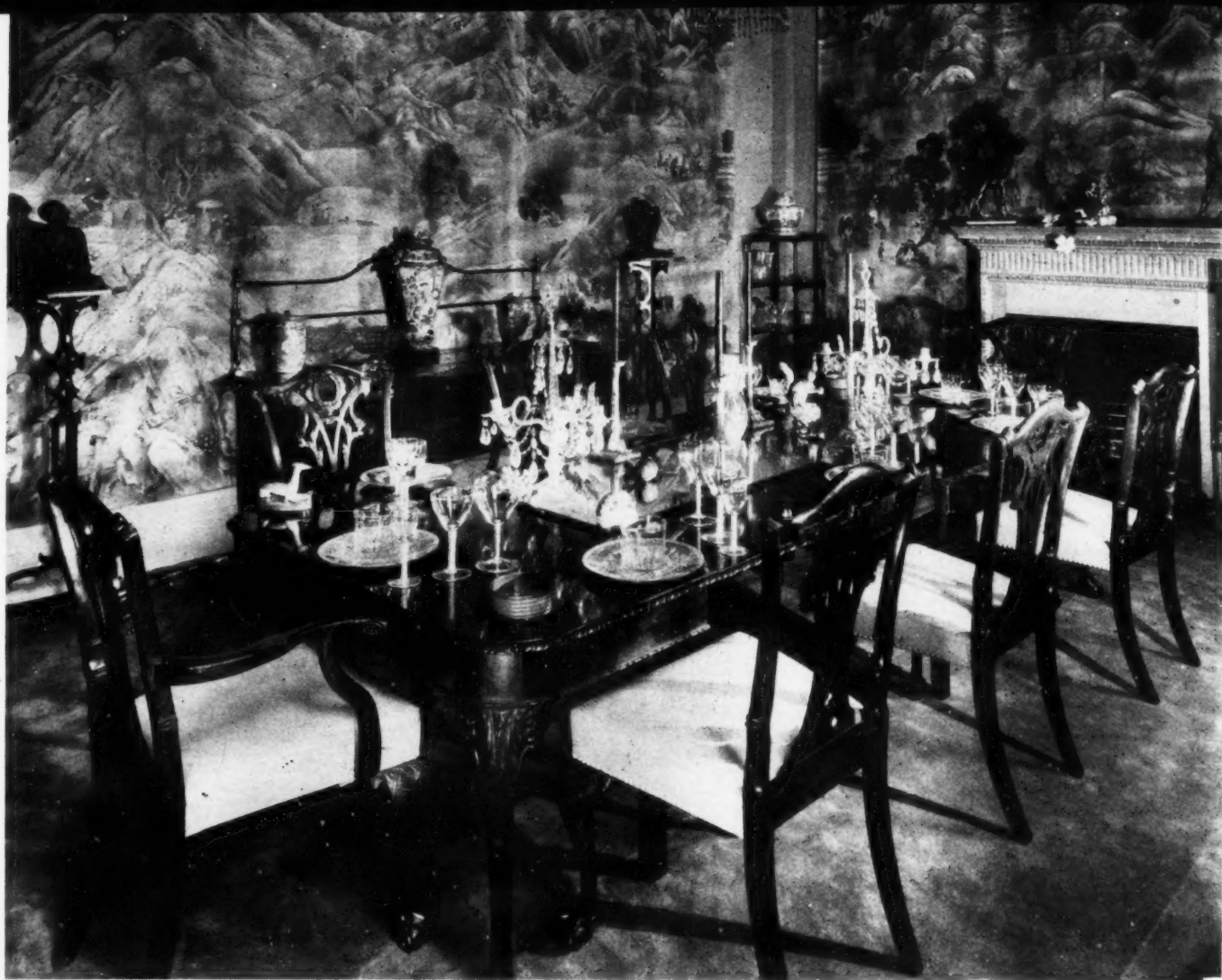
ALBERT KALLUNKI,

Oakland (Calif.) Swimming Instructor, Explains to Miss Hazel Cabral the Operation of His "Swim-Co-Ordinator," a Device Which Automatically Moves the Beginners' Legs in the Proper Timing With the Crawl Stroke, Which Is Simulated by Turning the Handles.
(Times Wide World Photos, San Francisco Bureau.)

THE PRACTICAL HOME MADE BEAUTIFUL

By
LILLIAN E. PRUSSING

Glassware for
Decoration
and Service



THIS DINNER TABLE SET WITH GLASS

Is as Elegant and Dainty as a Minuet. The Background Is a Superb Example of Wallpaper From China in Soft Tones and Named "A Chinese Snowstorm," in Twenty-four Panels, Making a Complete Picture. Drinking Glasses in Threes Are Modern English With White in the Spiral Stems. The Candelabra Placed on an Oblong Centre Plaque of Mirror Glass and Finger Bowls of Quaint Form Are Old Waterford Glass. Amusing Details Are the Figures of Old Staffordshire Grayhounds and a Squirrel of Rare Chamberlain Worcester. Rose Cumming, Decorator.
(Mattie Edwards Hewitt.)

BEAUTIFUL glassware has ever been a joy in the house. However handsome and costly the china and plate on a dinner table, it is the crystal that gives it life, lustre and highlights. Housewives have always treasured their glassware, though it was generally limited to pitchers, fruit and salad bowls, drinking glasses and a few incidentals. Now and then a bit of old glass, such as a little cream jug, a compote, spoonholder or celery glass (these last are now much in vogue for flower vases), kept in a treasure cabinet, bear witness to the fashion in table glassware of other days. Candelabra have been and still are used for lighting the dinner table, but the feeling for glassware, first of all for the table, has been steadily growing, and with it an appreciation of its importance in design and style in harmony with the entire service.

One must know the history of glassware—a matter of study and research—to evaluate properly the many types of glass that are now in use. Through the activities of collectors there are being brought to light early American types of glass that have been preserved for centuries. To the uninitiated, pattern, pillared, Sandwich, thousand eye, tear drop and other styles have little meaning except as they are thought to be beauti-

ful. But once interest is awakened even a superficial study makes one realize that nothing in home furnishing and decorating is more fascinating. Collectors have their own viewpoint, and go in for collecting with zealous industry. The layman views as something fantastic a bid of several hundred dollars for a little glass bowl from the Stiegel factory and the investment of several thousand dollars of hard-earned cash in Sandwich glass cup plates by a man who finds joy in the acquisition—not to sell again, but to keep and to contemplate. From the interior decorator's point of view, a client may be intrigued by a dinner table set with exquisite glassware, sometimes almost wholly with glass, from soup to desert and liqueurs. Fancy has brought into fashion, too, glass decoration for the table of countless articles never before dreamed of as belonging. Shapes of birds, graceful animals, fruit and cut flowers are now quite generally used to ornament the table. Some of these are of amazing delicacy and beauty. In other rooms than the dining room the charm of glass is delightfully illustrated in the boudoir, with lovely things for every use on the dressing table, and in the drawing room glass is seen more and more in the place of pottery, porcelain and bronze.



A DOUBLE-TIERED
TABLE,

the Bottom Tier Mirrored and the Top One Clear, Is a Focal Point of Interest in the Steuben Galleries. Supported by a Pedestal. Triangular With Concave Sides, the Table Gives an Interesting Note of Structural Unity. Looking Into the Circular Top, One Sees Reflected the Great Circular Illuminator High Above It. A Spotlight Concealed in the Ceiling Picks Up the Beauty of the Flowers and Accentuates the Gem-Like Clarity and Sparkle of the Birds, Bowls and Compotes in Crystal Glass.
(Frank Phrenford.)

A ROOM DONE IN MODERN STYLE

Forms an Interesting Setting for a Collection of Fine Venetian Glass. The Scenic Wallpaper Is of Italian Inspiration in Gray Blending With the General Color Scheme of Gray and Olive Green. The Wall Base Is a Dado of Silver Composition Designed by the Decorator, the Columns Are of Silvered Wood and the Pattern of the Frieze Is Picked Out With Silver Paint. A Large Mirror Reflects the Shelves of a Cabinet Filled With Venetian Glass. The Fish Before the Mirror Is a Fine Piece of Venetian Glass From Murano, Italy. Paul MacAlister, Decorator.
(F. M. Demarest.)



FEDERAL
AID FOR
ART: CAPE
COD'S
CWA
PROJECT

AN ARTIST ON THE FEDERAL PAYROLL RECORDS THE ACTIVITIES OF A PICTURESQUE ARM OF THE GOVERNMENT: ROSS MOFFETT.

Well-Known Modernist Painter, Sketching the Surfmens of the Race Point Coast Guard Crew Near Provincetown, Mass., as They Haul the Breeches Buoy Cart Down to the Beach in a Rehearsal for the Rescue of Shipwrecked Mariners. As His Part of the CWA Project for the Relief of Artists Whose Normal Market for Work Has Been Removed by the Depression, He Is Executing a Large Painting Which Is to Hang in the Race Point Station. Other Artists of the Vicinity Have Received CWA Commissions to Help Them Through a Period Which Has Been Particularly Difficult for Them. (Times Wide World Photos.)



HE MAKES ONE MODEL DO DOUBLE DUTY: BOBBY JONES.

One of the Provincetown Group of CWA Artists, Pauses in the Task of Painting a Mural for the West End Coast Guard Station to Inspect a Rabbit Stew Simmering on His Studio Stove, the Rabbit First Having Been Used for a Still-Life Sketch.



A COAST GUARD SURFBOAT IN CLAY MINIATURE: WILLIAM F. BOOGAR JR.

Making a Model Which Is to Be Completed in Bronze and Used as a Merit Trophy for Coast Guard Stations of Cape Cod. He Once Was a Surfmans at Peaked Hill Bars Station.

Guaranteed 15¢ Quality
LONG HAVANA CIGARS
FILLER
CONNECTICUT WRAPPER • BROADLEAF BINDER
2 1/2 ¢ EACH

Strictly Hand Made.

Only 2 1/2¢ each for the finest, full-HAVANA flavor, 15¢ quality cigars. Made by expert hands in our own modern, sanitary factory, of the choicest, Long Havana Filler, Connecticut Shade Grown Wrapper and genuine South Windsor, Conn., Broadleaf Binder.

HOW IT IS POSSIBLE!

We can sell these fine cigars at this low price by eliminating all fancy trimmings, bands, expensive lithographed labels and cedar-wood boxes which add nothing to the smoking qualities of the cigar. We place these 5 inch "ROUGHNECKS" (as we call them) in metal containers that keep them as fresh as the most expensive humidor. You only sacrifice BEAUTY for QUALITY and need pay only 2 1/2¢ for actual 15¢ quality cigars.

SMOKE THEM ON US!

If you do not receive, in your own opinion, at least 3 times your money's worth let us know and we will return your money in full—and the smokes are on us.

100 Cigars \$2.50
POST PAID
PACKED IN A METAL HUMIDOR

FREE
A Handsome Chromium Pocket
CIGAR CASE

WITH
"Get Acquainted" ORDERS
DELIVERED FREE TO ANY PART
OF THE U. S. (We pay the post-
age.) Send check or money-order,
or pay the postman when the
cigars reach you. References: Dun
& Bradstreet or National City Bank,
Calla Presidente Zayas, Havana,
Cuba.



THIS
OFFER
EXPIRES
APRIL 30



EDWIN CIGAR COMPANY
2340-G Third Ave., New York, N.Y.

EST.
1903

New Fashions



THE TOPCOAT OF MONOTONE TWEED
Matching the Jacket Suit, May Be Worn as Separate Coat as Well. Shown in a Fascinating New Red Shade With Plaid Taffeta Blouse to Match. Archibald Davidow.
(New York Times Studios.)

Below—
A DRAMATIC COAT IN BROWN WOOL,
Created by Bruyère.



THE TUXEDO SCARF
of This Brown, Yellow and White Checked Kimono-Type Coat Can Be Worn in Several Ways, but Is Particularly Interesting When Buttoned in Gilet Fashion. Frederick Loeser.
(New York Times Studios.)



DEEP TUCKS FROM SHOULDER YOKE TO HEM
Slenderize This Straight Navy Coat. The Blue and White Grosgrain Ribbon on the Crochet Straw Hat Repeats the White of the Piqué Wind-Blown Collar Facing. Bonwit Teller.
(New York Times Studios.)

FURLESS COATS IN COLORFUL TWEEDS AND IN NAVY By GRACE WILEY

COLORFUL tweeds in beige and brown or in blues, with greens and rusts to complete the color range, make the furless coats of less formal type. Illustrated is the swagger coat with wind-blown revers, the ensemble topcoat with or without a jacket suit, the kimono type with tuxedo collar and the always smart double-breasted tailored model. Navy is first choice for the more formal furless coat, often trimmed in taffeta, velvet or waffle piqué.



RUFFLES FACED IN NAVY TAFFETA
Encircle the Neck and Follow the Line of the Revers on This Navy and Beige Tweed Coat. Best & Co.
(New York Times Studios.)

Below—
A DETACHABLE CAPE
Which Buttons on at the Shoulders Transforms This Double-Breasted Brown and Beige Checked Town Coat. Alfred Dunhill.





"CONTINENTAL LADY"
Is the Name Given to the Gown of Green Striped-
Crêpe Worn by Mona Barrie.
(Otto Dyar.)

Below—
CLAIRE TREVOR'S SOFTLY WAVED
BLONDE HAIR
Is Worn Loosely Arranged and Accented With a
Coronet of Shell Bone. Her Gown, Designed by
Royer, Is Wine-Red in Color.
(Schoenbaum.)



DOROTHEA WIECK WEARS AN EVENING
BANDEAU
That Adds Beauty When the Hair Is Not Waved
but Combed From Forehead and Face.

By ELSIE PIERCE HIGHLIGHTING THE BLONDE AND THE BRUNETTE

ONE should always hesitate to lay down laws governing color in make-up and costume. Because individuals differ so, there may be intricate differences in the skin tone, the shade of the hair and the eyes. The study of color is a fascinating one. With a flair for color a woman can go a long way in the self-enhancement campaign. Every woman should know not only what colors are becoming to her, but precisely what shades are most flattering. It is possible with make-up tints to make a skin look rosier, if it is pale, or subdue a too florid complexion. Make-up can bring out the beauty of eyes and accentuate the highlights of the hair.

Colors can have a slenderizing or broadening influence on the figure. Stout women should avoid brilliant, intense or vivid colors as they often make the silhouette more conspicuous. They should avoid brilliant red, orange, red-violet, lemon yellow and purple, just as they should avoid large-patterned materials and shiny fabrics. Soft gray, dull blues and taupe have a slenderizing effect. It is quite the opposite for the thin woman. She can wear crisp taffetas, starched cottons, satins and all colors with warmth and life in them.

More hints may be found in my COLOR CHART. Be sure to state color of hair, eyes and complexion, and send self-addressed stamped envelope for it. Address Miss Elsie Pierce, Mid-Week Pictorial, 229 West Forty-third Street, New York, N. Y.

(Copyright, 1934, by the Bell Syndicate, Inc.)

At Right—

ADRIENNE AMES
in an Evening Coat of Wine-Colored Chiffon Velvet
Trimmed With a Double Band of Silver Fox.

Be Beautiful



CAROLE LOMBARD WEARS A SIMPLE
EVENING COIFFURE
Held in Place With a Jeweled Bandeau. Note Vivid
Nail Polish Covering Entire Finger Nail.



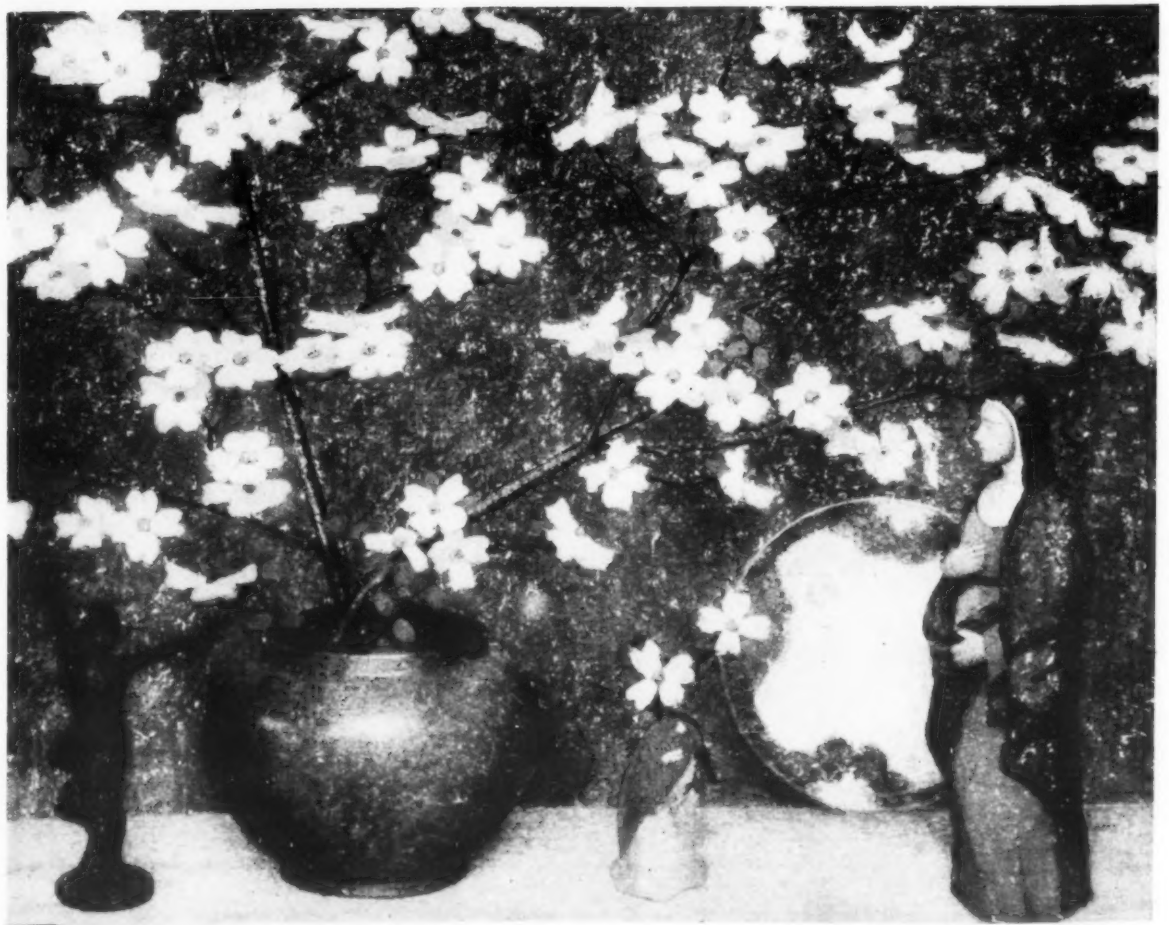


IN THE WORLD OF ART

The Municipal Art
Exhibition in New
York

Above—

"WHITE BALLET"
BY GERTRUDE SCHWEITZER,
Shown in the First Municipal Art
Exhibition, Which Opened on Tues-
day in the Forum Galleries in
Rockefeller Center. More Than
500 American Artists, Whose
Names Were Selected From Lists
Submitted by Directors of the
Leading Museums and Galleries
of the Metropolitan District and
Executives of National Art So-
cieties, Are Participating in the
Show, and the Paintings, Sculp-
tures and Etchings Chosen by the
Hanging Committee Represent
Both the Modern and Conserva-
tive Trends in American Art.
(Photo by Eugene Brenwasser.)



"THE BLUE NUN," BY EMMA FORDYCE MACREA,
Included in the First Municipal Art Exhibition, Which Will be Open Throughout March at the
Forum Galleries in Rockefeller Center. (Photo by Peter A. Juley.)

MOVIE OF THE WEEK: KATHARINE HEPBURN IN "SPITFIRE"



(No. 1.) KATHARINE HEPBURN AS TRIGGER HICKS in "Spitfire," Adapted to the Screen From a Stage Play by Lulu Vollmer. Trigger, a Waif With a Wild and Tempestuous Nature Tempered With Deep Religious Conviction, Is Generally Regarded With Awe by the Uneducated and Superstitious Mountain Folk Among Whom She Lives.



(No. 2.) REGARDED AS A FAITH HEALER by Most of Her Neighbors and as a Witch by Some, Trigger Prays for Happiness for Her Friend Etta Dawson (Sarah Haden).



(No. 3.) A YOUNG ENGINEER, Stafford (Robert Young), Who Is Engaged in a Government Project in the Mountain Country, Becomes Infatuated With Trigger and She With Him, but Disillusionment Comes With the Discovery That He Is Married.



(No. 4.) AN ACTIVE INTEREST IS TAKEN IN TRIGGER by Fleetwood (Ralph Bellamy), the Chief Engineer of the Construction Work in the Vicinity, When He Hears of Threats Against Her by the Mountain People Who Suspect Her of the Practice of Witchcraft.



(No. 5.) ACCUSED BY HER NEIGHBORS of the Death of a Sick Baby Which She Attempted to Cure, Trigger Is Driven From Her Home. She Leaves the Hills, but Promises to Return to Fleetwood, Whom She Has Learned to Love and Trust.

HARRY MOSES presents

4 SAINTS IN 3 ACTS

By GERTRUDE STEIN and VIRGIL THOMSON

44th Street Theatre

Eves. 8:40, \$3.50 to \$1.10.
Mats. Wed. & Sat., \$2.20 to \$1.10.GUTHRIE McCLINTIC presents
SIDNEY HOWARD'S**YELLOW JACK**

OPENING

Thur. Ev., Mar. 1

MARTIN BECK THEATRE,
45th St., West of 8th Ave.

MARILYN MILLER

SAM H. HARRIS Presents

CLIFTON WEBB

HELEN BRODERICK

"AS THOUSANDS CHEER"

By IRVING BERLIN and MOSS HART

with ETHEL WATERS

MUSIC BOX THEATRE

45th St., West of Broadway. Evenings 8:30.

Matinees Thurs. and Sat. at 2:30

The Season's Most Gloriously Cock-Eyed Farce Comedy

She Loves Me NotBy Howard
Lindsay
Adapted from
Edward Hope's
novel"We were seeing the funniest show in years."—*Gabriel, N. Y. American*

46th STREET THEATRE, W. of B'way. Evs. 8:40 50c to \$3 Mats. Wed. & Sat., 2:40 50c to \$2

WINTER
GARDENB'way at 50th St.
Evs. 8:30, Mats. Thurs.
& Sat., 2:30.Bale. Seats \$1 to \$2.50
Orchestra \$3 to \$4
Mats. Bale. \$1 & \$1.50
All Orch. \$2.50**ZIEGFELD FOLLIES**

with FANNIE BRICE

WILLIE & EUGENE HOWARD, EVERETT MARSHALL
JANE FROMAN, PATRICIA BOWMAN,
VILNA & BUDDY ESEN, DON ROSS, THE PREISSERS

EDDIE DOWLING Presents J. C. NUGENT in

"BIG HEARTED HERBERT"

By SOPHIE KERR and ANNA STEESE RICHARDSON

BILTMORE Theatre, 47 St., West of B'way
PHONE CHickering 4-5161HAMMOND in
Herald Tribune says:
"SHOULD HAVE
A BLUE RIBBON"Evenings 8:40; Mats. Wednesday
& Saturday 2:40

RECOVERY PRICES \$1.10, \$1.65, \$2.20, \$2.75

BROADHURST
THEATRE44th St., West of
Broadway.Eves. 50c to \$2.50;
Mats. Wed. & Sat.,
50c to \$2.

★ ★ ★ ★ — Daily News

MEN IN WHITE"Impact in the Theatre."—*N. Y. Times*

WILLIAM MOLLISON Presents

DENNIS KING in**Richard of Bordeaux**EMPIRE THEATRE B'WAY, EVENINGS 8:30, \$1 to \$3 plus
& 40 St. Mats. Wed. & Sat. 2:30, \$1 to \$2.50/tax**THE "BUNDLING" HIT!
The PURSUIT of HAPPINESS**"Does for the Army what 'Sailor, Beware!' does for
the Navy and 'What Price Glory?' did for the Marine
Corps."—*Garland, World-Telegram.*AVON Theatre, 45th St. W. of B'way. Eves. 8:45
Matinees Thursday and Saturday, 2:30

MAX GORDON'S 4 OUTSTANDING HITS!

GLADYS ADRIANNE RAYMOND
COOPER ALLEN MASSEY**THE SHINING HOUR**

A New Play by KEITH WINTER

ROOTH THEATRE, W. 45 St. Eves. 8:40.
Matinees Thursday and Saturday, 2:30.WALTER HUSTON
in SINCLAIR LEWIS'**DODSWORTH**Dramatized by SIDNEY HOWARD
SHUBERT THEATRE, W. 44th St. Eves. 8:40.
Matinees Wednesday and Saturday, 2:30.ROLAND LAURA HOPE
YOUNG CREWS**HER MASTER'S VOICE**Entire Balcony \$1, \$1.50, \$2 — Plus Tax.
PLYMOUTH THEATRE, W. 45th St. Eves. 8:40.
Matinees Thursday and Saturday, 2:40.**ROBERTA**

A New Musical Comedy by

JEROME KERN & OTTO HARBACH
NEW AMSTERDAM, W. 42 St. Eves. \$1 to \$3,
plus tax. Mats. Wed. & Sat. 50c to \$2.50, plus tax

THE THEATRE GUILD PRESENTS

JOHN WEXLEY'S PLAY

THEY SHALL NOT DIE

ROYALE THEATRE

45th St., West of Broadway.

Mats. Thurs.
and Sat. 2:20

EUGENE O'NEILL'S Comedy

AH, WILDERNESS!

with GEORGE M. COHAN

GUILD THEATRE

52d St., West of B'way

Evenings 8:20

MATINEES THURSDAY

AND SATURDAY, 2:20

MAXWELL ANDERSON'S new play

MARY OF SCOTLANDwith HELEN
HAYESPHILIP
MERIVALEHELEN
MENKEN

52d St., West of B'way

Evenings 8:20

MATINEES THURSDAY

AND SATURDAY, 2:20

FIVE STAR MUSICAL HIT!!

★ GUY ★ NANCY ★ ANDREW ★ BETTY ★ DORIS
ROBERTSON McCORD TOMBES STARBUCK PATSTON
"ALL THE KING'S HORSES"
IS WHAT THE PUBLIC WANTS.—*John Anderson, Evg. Journal*
IMPERIAL THEATRE, W. 45 St. \$1 to \$3 MATS. WEDNESDAY \$1 to \$2.50
Evenings at 8:30 AND SATURDAY"YOU COULD NOT ASK FOR A MORE ATTRACTIVE
EVENING IN THE THEATRE."—*Atkinson, Times.***The WIND and the RAIN**

with FRANK LAWTON and ROSE HOBART

"One of the most sensitive and intelligent performances of the Winter."—*Brown, Post.*
RITZ THEATRE, W. 48th St. Eves. 8:40; Matinees Wed. & Sat.

KAY FRANCIS

in "MANDALAY"

2nd WEEK!

NEW YORK STRAND

Broadway & 47th Street
Continuous at Popular Prices

BETTE DAVIS

in "THE BIG SHAKEDOWN"

BROOKLYN STRAND

Fulton St. & Rockwell Place
Continuous at Popular Prices

ASTOR

B'WAY at 45th ST.

Twice daily 2:50—8:50.
1 times Sat. 2:50—5:50—
8:50—11:50. 3 times Sun. &
Hols., 2:50—5:50—8:50.
Mats. 50c to \$1.
Eves. 50c to \$2.

SEATS at Box NOW

ALEXANDER KORDA'S PRODUCTION OF

CATHERINE

THE

GREATwith Douglas Fairbanks, Jr.—Elizabeth Bergner
Directed by Paul Grignon—Released thru United Artists

HOTELS AND RESTAURANTS.

Established 1882

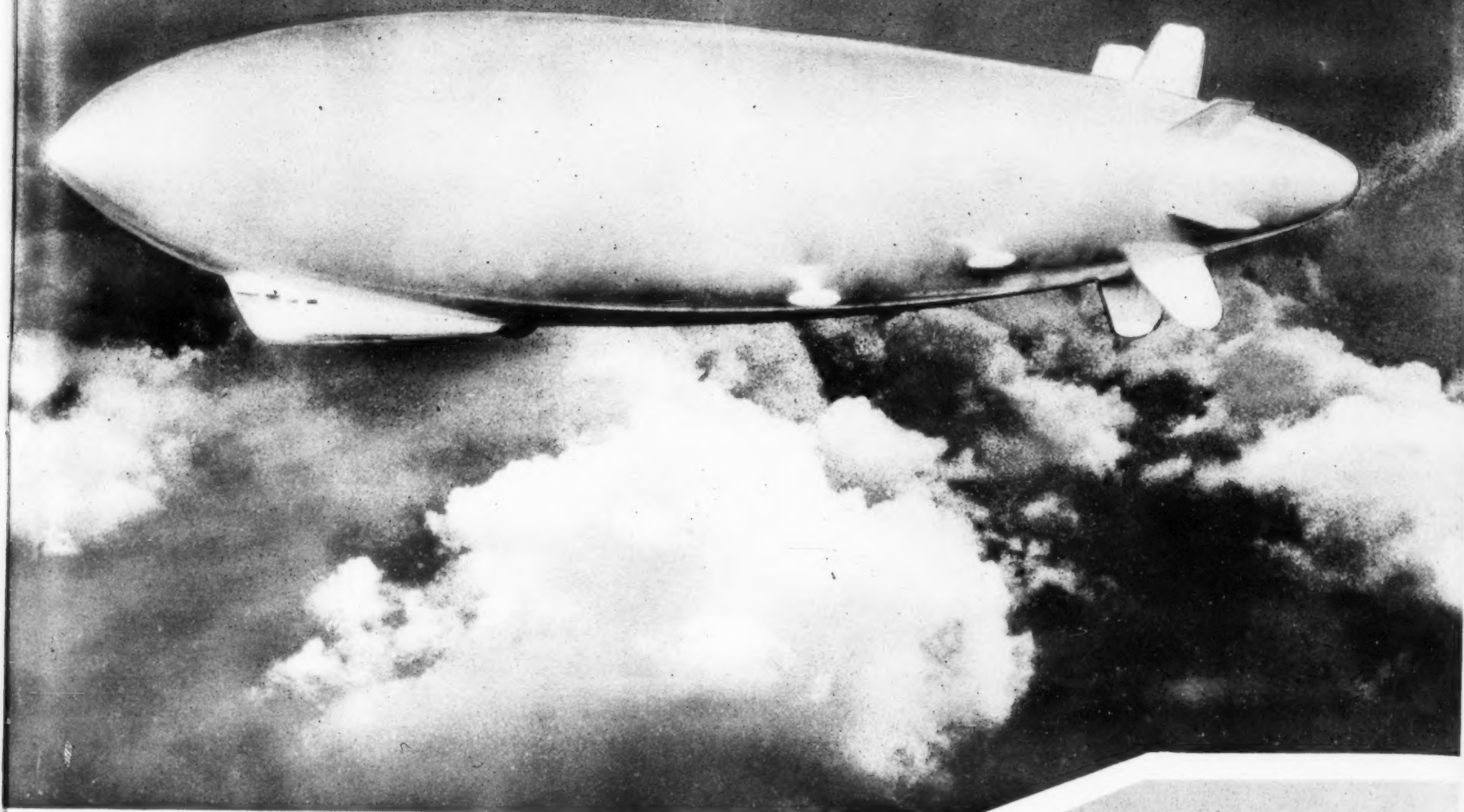
Luchow's

110 E. 14th St.

NEW YORK'S OLDEST RESTAURANT

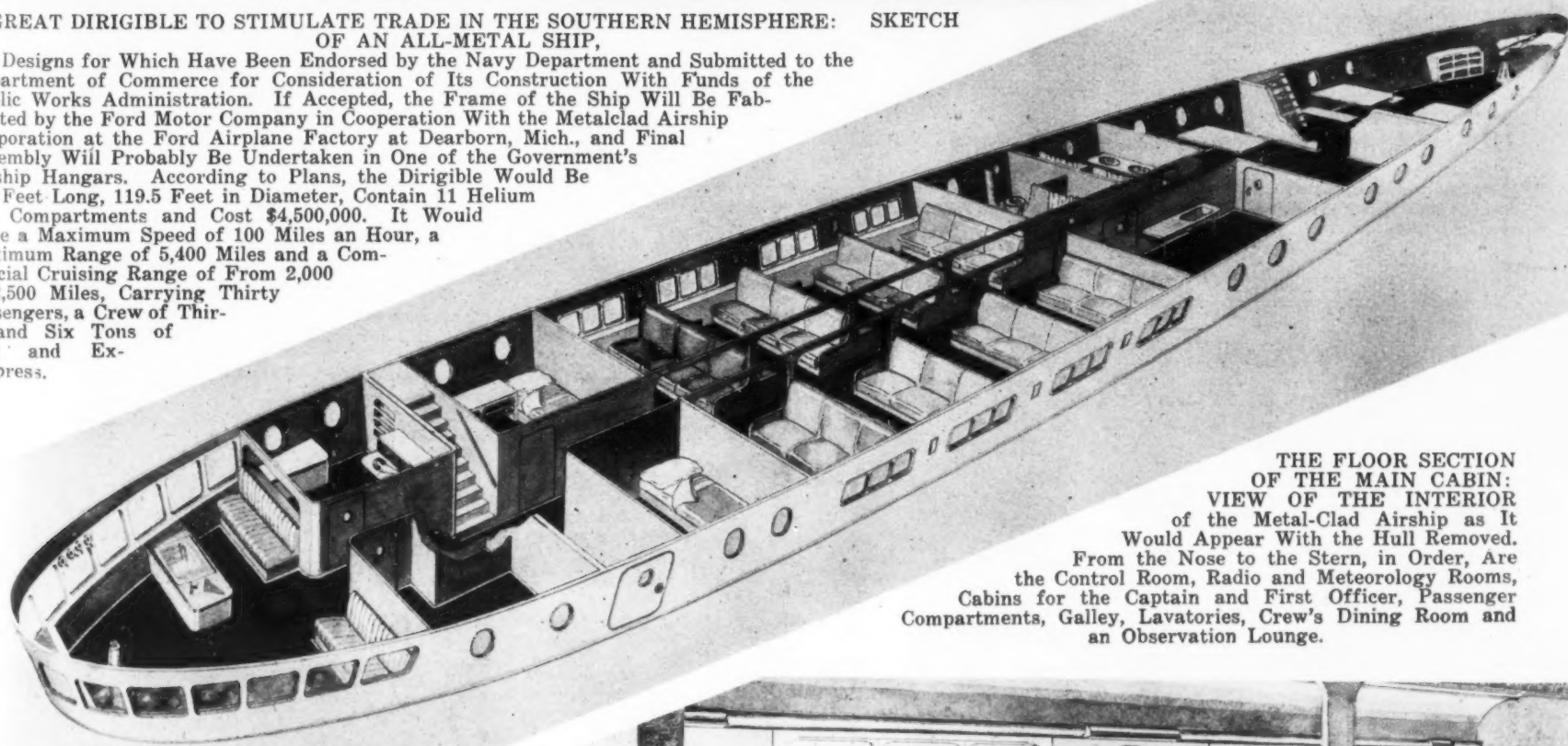
Luncheon-Dinner
After-Theatre Specialties
MusicWürzburger Hofbräu
Original Pilsner Czechoslovakia
Finest Rhine & Moselle Wines

AN ALL METAL AIRSHIP FOR TRANSOCEANIC COMMERCE



A GREAT DIRIGIBLE TO STIMULATE TRADE IN THE SOUTHERN HEMISPHERE: SKETCH OF AN ALL-METAL SHIP,

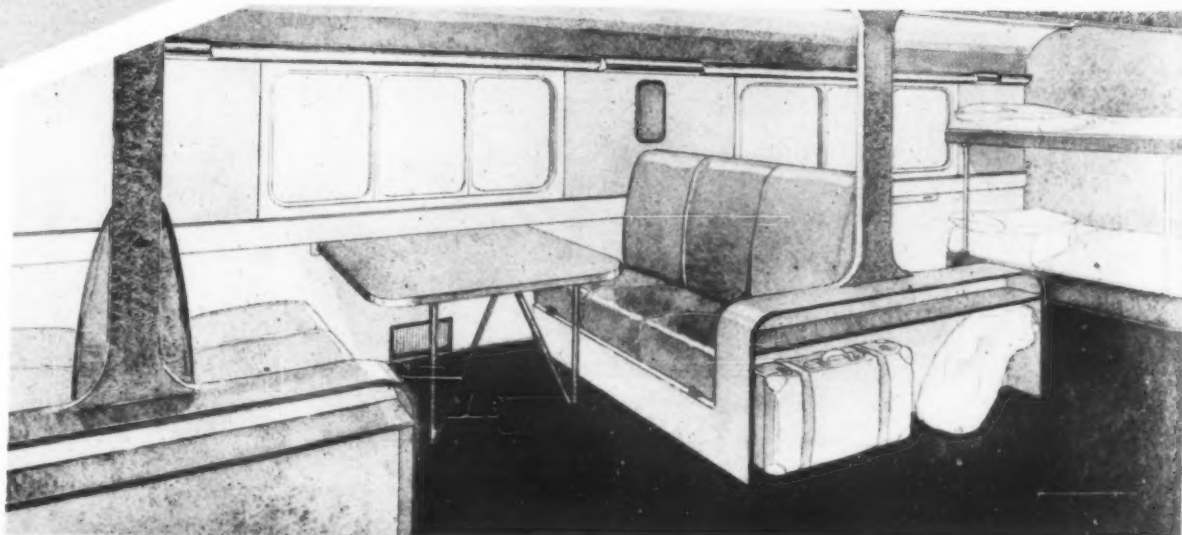
the Designs for Which Have Been Endorsed by the Navy Department and Submitted to the Department of Commerce for Consideration of Its Construction With Funds of the Public Works Administration. If Accepted, the Frame of the Ship Will Be Fabricated by the Ford Motor Company in Cooperation With the Metalclad Airship Corporation at the Ford Airplane Factory at Dearborn, Mich., and Final Assembly Will Probably Be Undertaken in One of the Government's Airship Hangars. According to Plans, the Dirigible Would Be 547 Feet Long, 119.5 Feet in Diameter, Contain 11 Helium Gas Compartments and Cost \$4,500,000. It Would Have a Maximum Speed of 100 Miles an Hour, a Maximum Range of 5,400 Miles and a Commercial Cruising Range of From 2,000 to 2,500 Miles, Carrying Thirty Passengers, a Crew of Thirty and Six Tons of Mail and Express.



THE FLOOR SECTION OF THE MAIN CABIN: VIEW OF THE INTERIOR of the Metal-Clad Airship as It Would Appear With the Hull Removed. From the Nose to the Stern, in Order, Are the Control Room, Radio and Meteorology Rooms, Cabins for the Captain and First Officer, Passenger Compartments, Galley, Lavatories, Crew's Dining Room and an Observation Lounge.

ACCOMMODATIONS FOR INTERNATIONAL TRAVELERS:

DESIGN OF THE COMPARTMENTS of the Proposed Airliner Showing How the Seats May Be Converted Into Pullman Berths at Night. Indirect Lighting, Ventilation and Heating Combined With Air Conditioning, and More Space Than Is Common to Railroad Cars, Provide for the Comfort of the Passengers. (All Photos by Times Wide World Photos.)



THE PLAY OF THE WEEK: "THE WIND AND THE RAIN"



(No. 1) FRANK LAWTON AS CHARLES TRITTON, a Young Medical Student From London, Who Has Come to the University of Edinburgh to Pursue His Studies, in an Opening Scene of "The Wind and the Rain," at the Ritz Theatre, New York, a Drama of College Life.

(All Photos by White Studios.)



(No. 2) THE LIGHTER MOMENTS IN THE STUDY OF MEDICINE Are Enjoyed by Tritton in the Company of Ann Hargreaves (Rose Hobart), Who Has Other Admirers in the Persons of Two Other Medical Students (Alexander Archdale and Lowell Gilmore).



(No. 4) TRITTON AND ANN Realize Their Love for Each Other and the Unimportance of Other Persons in Their Lives as Tritton Is About to Conclude His Studies at the University.



(No. 3) COMPLICATIONS ENTER THE COLLEGE ROMANCE When Tritton's London Sweetheart, Jill (June Blossom), Arrives in Edinburgh for a Visit Accompanied by Roger Cole (Charles Campbell).

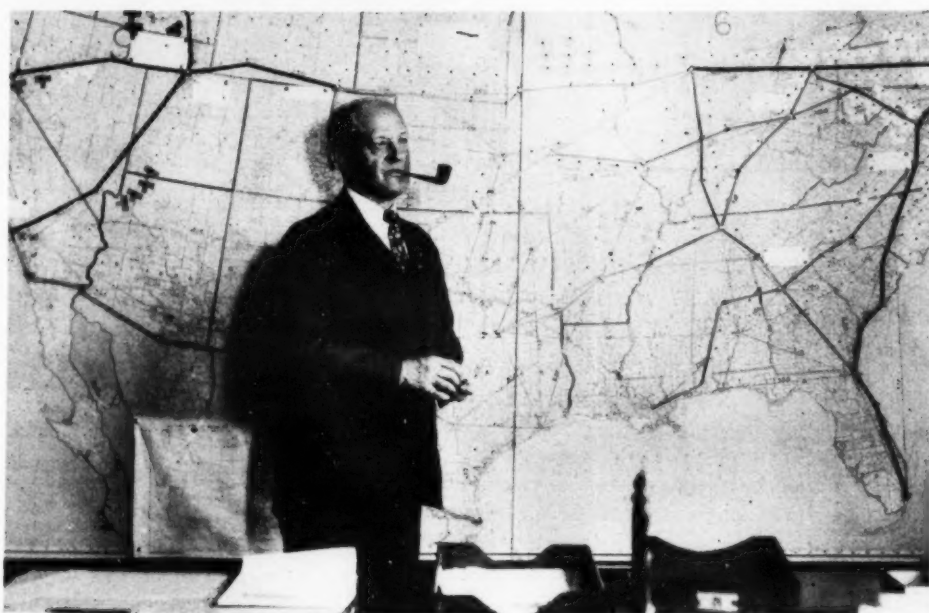


(No. 5) COLLEGE LIFE AND COLLEGE ROMANCE Are Offered to Another Generation as Tritton and Ann, Who Are About to Be Married, Find a New Student (Albert Whitley) in Tritton's Place in the Boarding House Operated by Mrs. MacFie (Mildred Natwick), Where All the Action of the Play Takes Place.



THE WESTERN
MAIL COMES
THROUGH THE
STORM:
SERGEANT
PAUL GIBSON
AND LIEUTEN-
ANT DON
WACKWITZ

Depositing Their
Mail Sacks at New-
ark Airport After
Bringing the First
Mail to Be Carried
by the Army From
Chicago and
Cleveland.
(Times Wide World
Photos.)



THE CHIEF OF THE ARMY AIR CORPS
TAKES COMMAND OF THE MAIL:
MAJOR GENERAL
BENJAMIN D. FOULOIS
Standing Beside the Army Air Mail Opera-
tions Map Which Indicates the Routes,
Time Schedules and the Service Planes
Assigned to Carry the Mail in Various
Sections of the Country.
(Official Photograph, U. S. Army Air Corps.)



THE POSTMASTER GENERAL OF THE HOOVER ADMIN-
ISTRATION TESTIFIES IN THE AIR MAIL INQUIRY:
WALTER F. BROWN,
Seated With Senator Simeon D. Fess (Left), at a Meeting in
Washington of the Senate Air Mail Investigating Committee.
(Times Wide World Photos, Washington Bureau.)

RULES FOR THE MID-WEEK PICTORIAL AMATEUR PHOTOGRAPHIC COMPETITION.

Prize-winning pictures in the Amateur
Photographic Competition are published in
the last issue of each month. MID-WEEK
PICTORIAL awards a first prize of \$15
for the best amateur photograph, \$10 for
the second best photograph and \$3 for
each of the other photographs accepted.

Amateur photographs must be submitted
by the actual photographer. They must
carry return postage and should be ad-
dressed to the Amateur Photograph Edi-
tor, MID-WEEK PICTORIAL, 229 West
Forty-third Street, New York, N. Y.

CASH for Snapshots!

Did you ever realize you can SELL the pictures
you take? Magazines, Newspapers, Advertisers
pay cash for 134,000 photos every week—7 out of
every 10 are bought from amateur camera users
who know WHAT pictures to take and WHERE
to sell them! Spare-time or full-time, make your
camera pay you good money. Earn while you learn.
We teach you by mail. Our unlimited Marketing
Service helps you make sales quickly. Write now,
no obligation, for FREE BOOK—shows how to
start! UNIVERSAL PHOTOGRAPHERS, Dept.
203, 10 West 33d St., N. Y. C.



This may be news to you—

GROCERY ADVERTISERS
IN 1933 TURNED TO
THE NEW YORK TIMES

- 1 Grocery advertising in The
New York Times increased
in volume 52 per cent—
- 2 A greater gain was made
by The New York Times
than any other New York news-
paper in percentage and volume,
beer and wine excluded—
- 3 Twenty-one grocery adver-
tisers who used the adver-
tising columns of The New York
Times during the preceding year
increased their advertising in
The Times—
- 4 Forty-eight grocery adver-
tisers for the first time
sought the selling power of the
advertising columns of The New
York Times—
- 5 The New York Times dem-
onstrated that it produces
direct returns in volume, exerts
a strong dealer influence, and
visibly creates a consumer de-
mand—
- 6 Recent market surveys show
conclusively that The New
York Times is an essential foun-
dation stone in advertising cam-
paigns addressed to women in
the home—

7 New York department stores,
women's specialty shops and
furniture shops rely on adver-
tisements in The New York
Times to produce a large pro-
portion of their business—

8 The discriminating, intelli-
gent, able-to-buy audience
of The Times is a ready market
for quality, branded grocery
store products—

9 460,000 weekdays and 745,000
Sundays is the average net
paid sale of

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